

# DRAFT

This is a work in progress. Questions, issues, ideas for your consideration are raised throughout in *italics*.

## THE NATIONAL CENTER FOR MARINE PROTECTED AREAS

*NOTE: THIS PLAN WAS DEVELOPED FOLLOWING THE INTERNAL NOAA MEETINGS OF JANUARY 11-12, 2001, FOR DISCUSSIONS BETWEEN NOAA AND THE DEPARTMENT OF THE INTERIOR AND INTERNALLY WITHIN NOAA*

**January 22, 2001**

**Update based on NOAA Internal Working Group Meeting of January 11-12, 2001  
version 2.7**

(Proposal: Version 3.0 will be shared widely outside of NOAA)

### EXECUTIVE SUMMARY

**Comments should be provided to**

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## MISSION

The National Center for Marine Protected Areas works with all stakeholders to provide the scientifically- and managerially-based information, tools, technologies, strategies, research, analysis, and exploration. The Center will operate in the context of the framework for the national system of marine protected areas. This national system framework and the work of the MPA Center is intended to support, not interfere with, agencies' independent exercise of their own existing authorities.

## GOALS

Maintaining the long term economic and environmental prosperity of the Nation's oceans, coastal and Great Lakes through;

- Robust ecosystems
- Resources for the public
- Resources for business and industry

**This paper defines the work, functions relationships, and core resources of the National Marine Protected Areas Center, Silver Spring, Maryland (Washington, D.C.).** The Center was established by the Department of Commerce's National Oceanic and Atmospheric Administration's (NOAA) Deputy Under Secretary for Oceans and Atmosphere to improve internal NOAA MPA coordination and to comply with the direction of Executive Order #13158, Marine Protected Areas, of May 26, 2000, directing NOAA to establish a Marine Protected Area Center, in cooperation with the Department of the Interior. Information also is provided, primarily in appendices, pertaining to supporting thematic Institutes that have been established for Science and for MPA Training and Technical Assistance or to provide the specialized expertise needed to fully implement the order. Detailed white papers and charters for these supporting organizations are being developed in association with this paper.

NOAA has a history of marine protected area (MPA) management, education, and research going back nearly to the founding of the agency in 1970. Formal integration of MPA efforts within NOAA has been an ongoing function of the strategic planning process. Similarly, areas of the marine and Great Lakes environmental have long been the objects of management by the Department of the Interior (DOI).

Cooperation to date among state and federal agencies generally has been good, and in some cases, long standing. But, for the most part it has been opportunistic by site. For example, there has been joint action between the Gulf of the Farallones National Marine Sanctuary and the Golden Gate National Recreational Area since the Sanctuary was established. The U.S. Fish and Wildlife Service is a partner with NOAA and states at California's Tijuana River National Estuarine Research Reserve and Maine's Wells National Estuarine Research Reserve. Establishment of the framework for the national system of marine protected areas developed by the Center and its partners provides the formal opportunity to more broadly link the efforts of Federal, state, local, tribal agencies, Fisheries Management Councils, and other stakeholders in an organized, cost-effective manner improve MPAs and their resources.

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# THE NATIONAL MARINE PROTECTED AREAS CENTER

## A. INTRODUCTION

Marine Protected Areas (MPAs) are important management tools for protecting, restoring and enjoying coastal and marine resources in the United States and internationally. MPAs have been used effectively to conserve and manage natural areas, protect species, reduce user conflicts, provide educational and research opportunities, and enhance commercial and recreational opportunities. Since the 1950s, a mix of federal, state, and local legislation, voter initiatives, and regulations has created MPAs based on single or shared legal jurisdictions (Figure 1). As result, the nation's collection of MPAs (reserves, refuges, preserves, sanctuaries, areas of special biological significance, and others) is complex and confusing.

The National Oceanic and Atmospheric Administration (NOAA) has a history of marine protected area (MPA) management, education, and research going back nearly to the founding of the agency in 1970. Formal Integration of MPA efforts within NOAA have been an ongoing function of the strategic planning process. The promulgation of Executive Order #13158, Marine Protected Areas, of May 26, 2000, provided the opportunity for NOAA to broadly link these efforts with other Federal agencies, particularly those of the Department of the Interior (DOI). The potential is expanded cooperative efforts among federal, state, tribal, and local agencies as well as other interested stakeholders.

*Insert FIGURE 1 AS A FULL SEPARATE PAGE – federal, state, local (add tribal) jurisdictions*

Executive Order 13158 was issued on May 26, 2000, to clarify and analyze the status of MPAs in the United States at all levels of government, and to help protect the significant natural and cultural resources within the marine environment for the benefit of present and future generations. To these ends, the order, consistent with domestic and international law, called for Federal agencies to:

- (a) strengthen the management, protection, and conservation of existing marine protected areas and establish new or expanded MPAs (Section 1);
- (b) develop a scientifically based, comprehensive national system or network of MPAs representing diverse U.S. marine ecosystems, and the Nation's natural and cultural resources (Section 1);
- (c) avoid causing harm to MPAs through

**What is a Marine Protected Area?**  
*MPAs are defined by the Executive Order as "any area of the marine environment that has been reserved by Federal State, territorial, tribal, or local laws or regulations to provide lasting protection for part or all of the natural or cultural resources therein."*

federally conducted, approved, or funded activities (Section 1); and

(d) consult with States, territories, tribes, Regional Fishery Management Councils, and other entities, as appropriate to promote coordination of Federal, State, territorial, and tribal actions to establish and manage MPAs (Section 4(b)).

A major tool in carrying out the directives of this order is the National Center for Marine Protected Areas.

## **1. MISSION**

The National Center for Marine Protected Areas works with all stakeholders to provide the scientifically- and managerially-based information, tools, technologies, strategies, research, analysis, and exploration. The Center will operate in the context of the framework for the national system of marine protected areas. This national system framework and the work of the MPA Center is intended to support, not interfere with, agencies' independent exercise of their own existing authorities.

## **2. GOALS**

Maintaining the long term economic and environmental prosperity of the Nation's oceans, coastal and Great Lakes through;

- Robust ecosystems
- Resources for the public
- Resources for business and industry

## **B. ESTABLISHMENT**

Section 4(e) of the Executive Order charges the Department of Commerce's National Oceanic and Atmospheric Administration (NOAA) to establish the National Marine Protected Areas Center (NMPAC) to carry out, in cooperation with the Department of the Interior, specific implementation requirements of the Executive Order (E.O.). The NMPAC also has been established by the Commerce Under Secretary for Oceans and Atmosphere to promote continued and coordination of MPA activities inside and outside of NOAA. The E.O. establishes specific goals and tasks in various sections of the Order.

## **C. TASKS OF THE MPA CENTER AS DEFINED BY THE EXECUTIVE ORDER**

- Develop a framework for a national system of marine protected areas;
- Providing Federal, State, territorial, tribal, and local governments with the information, technologies, and strategies to support the system;

- Conduct science-based identification and prioritization of natural and cultural resources for additional protection;
- Conduct integrated assessments of ecological linkages among MPAs, including ecological reserves in which consumptive uses of resources are prohibited, to provide synergistic benefits;
- Conduct a biological assessment of the minimum area where consumptive uses would be prohibited that is necessary to preserve representative habitats in different geographic areas of the marine environment;
- Conduct an assessment of threats and gaps in levels of protection currently afforded to natural and cultural resources, as appropriate;
- Develop and disseminate practical, science-based criteria and protocols for monitoring and evaluating the effectiveness of MPAs;
- Identify emerging threats and user conflicts affecting MPAs and appropriate, practical, and equitable management solutions, including effective enforcement strategies, to eliminate or reduce such threats and conflicts;
- Assess the economic effects of the preferred management solutions;
- Identify opportunities to improve linkages with, and technical assistance to, international marine protected area programs;
- Coordinate the website established pursuant to subsection 4(d) of this order, and
- Partner with governmental and non-governmental entities to conduct necessary research, analysis, and exploration.

In addition, there are other Executive Order functions shared by the Departments of Commerce and Interior that can efficiently and cost-effectively be carried out using the Center as the implementing mechanism including:

- Supporting the MPA Federal Advisory Committee established under Section 4(c);
- Developing, publishing, and maintaining a list of MPAs (Section 4(d)) which “have been reserved by Federal, State, territorial, tribal, or local laws or regulations that provide lasting protection for part or all of the natural and cultural resources therein” (Section 2(a));
- Coordinating (or at least maintaining a record) MPA Activities across the specialized Institutes, participating agencies and programs and non-federal partners, including the status of federal agency annual reports (Section 5) and accountability (Section 6).
- Public Outreach/central contact point on MPAs overall
- Linkage with the MPA Library maintained by the NOAA Central Library

***Figure 2: Insert AS A FULL SEPARATE PAGE – MPA CENTER PARTHENON DIAGRAM***



## D. CENTER ORGANIZATION AND MANAGEMENT

The National MPA Center will be located in Washington, D.C., to facilitate Federal inter-agency policy and operational coordination. Organizationally it is located as a staff office in NOAA's (NOS) National Ocean Service with the Center's Director reporting to the Assistant Administrator for Ocean Services and Coastal Zone Management. It will be supported by thematic Institutes (see Figure 3) in located primarily in coastal states specializing in technical aspects of the order, such as the eight charges established under Section 4(a).

*Insert Figure 3. ORGANIZATION CHART*

Two thematic MPA Institutes are being established initially, a Institute for MPA Science co-located with the National Marine Fisheries Service office in Santa Cruz, California, and an MPA Institute for Training and Technical Assistance (see appendix 2) located at the NOAA Coastal Services Center in Charleston, South Carolina. Additional or associated thematic institutes may be established for specialized issues such as cultural resources management, social science, and legal and regulatory regimes, as appropriate. Unless and until such additional centers are established associated tasks remain in the provinance of the NMPAC or its existing Institutes. Information about the Science and Training and Technical Assistance Institutes is provided in the appendices to this paper.

Basic functions will be performed by a small core of NOAA employees and staff assigned to the Center by other Federal agencies. Some core functions, such as website and MPA List maintenance, may be performed by the staff of NOAA or other Federal agency program offices on a part time basis. Specialized tasks will be performed by detailees from other Federal agencies, Inter-governmental Personnel Act (IPA) assignments of state, tribal, and local workers, fellows, interns, specialists from other countries, or contractors.

The spirit of the MPA Executive Order is one of partnership. To ensure that the Center is meeting the needs of MPA stakeholders and Federal partners, and has the resources to do so, the Center will establish procedures for consulting with the MPA Federal Advisory Committee, Federal Inter-agency Steering Committee, and the NOAA MPA Council. In addition, procedures will be established to provide opportunities for state, tribal and other constituency participation in defining needs for Center work, shaping Center planning, and participating in Center activities. These are described in Section

***The Federal MPA Inter-Agency Steering Committee** consists of Assistant Secretary level members from pertinent agencies. It is responsible for ensuring agency support of scientific, technical, and accountability requirements, and approving the Center's strategic plan. Chairmanship of the Committee will alternate annually between the Department of Commerce/ NOAA and the Department of the Interior.*

***The NOAA MPA Council** consists of the NOAA Assistant Administrators, a representative from the Under Secretary's Office, and the directors of MPA programs, program managers, and associated technical support offices. It reviews Center annual operations, ensures comprehensive NOAA support for the integrated mission of the Center, and provides support for participation in Center operations and projects.*

## E. CENTER OPERATING APPROACH

To ensure a partnership approach, the National Center, and its associated thematic Institutes, will operate under the cooperative approach and principles defined below. Some Institutes may choose to provide additional operating principles in keeping with the specialized nature of their disciplines (see Appendix 1, MPA Institute for Science for an example).

- The basic *modus operandi* is one of inclusion across other agencies and interested stakeholders
- Agencies and programs respect the mandates and authorities of others and work cooperatively within that framework
- All participating parties get acknowledgment and credit
- The Center does not “manage” MPAs, have the authority to establish new MPAs, expand existing MPAs, or set, disseminate or oversee an agency's programmatic policies
- Projects may be lead by a designated Center or Institute, an agency, office, program, or external party
- To the extent possible, major cross-cutting MPA projects affecting multiple NOAA programs will involve the Center, or Thematic Institutes, in an appropriate role
- The National Center and its thematic Institutes will have an operating charter, with clear roles and responsibilities for each Institute, including communication and coordination throughout the MPA network.

## F. FUNDAMENTAL OPERATING PRINCIPALS<sup>1</sup>

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<sup>1</sup> **Detailed version of operating principles pending final decision:**

- NOAA's MPA activities are service-oriented towards end users or customers
- Efforts are based on formal and informal needs assessments with users/customers, including NOAA organizations
- The MPA efforts will be committed to partnerships at all levels -- multi-level-public agency, as well as

*NOAA Internal Draft of January XX, 2001 – Establishing the National MPA Center in NOAA*

- Service-oriented towards end users
- Efforts based on needs
- Committed to partnerships
- Activities build on existing efforts
- Communication and coordination throughout the MPA system
- Focused on outcomes

## G. THE INSTITUTES

### 1. MPA INSTITUTE FOR SCIENCE:

*insert text from Wahle*

### 2. MPA INSTITUTE FOR TRAINING AND TECHNICAL ASSISTANCE:

*insert text from Scholz*

### 3. OTHER REQUIREMENTS:

*insert text concerning the addressing of cultural resource issues and other that may be identified – social science, law*

## II. NATIONAL MPA CENTER TASKS

National MPA Center tasks are both short term and long term in nature. While Center staff will undertake some projects alone, it is assumed that participating agencies will provide staff support, as participants in the Center and/or programmatic staff support for specific activities in which the agencies are involved. Tasks in this document are categorized as either “functional” or “operational.” Operational tasks focus on those activities needed to maintain and operate the Center, its associated institutes, and relationships with federal, state, local, and tribal agencies, as well as the public, industry and associations. Functional tasks are those projects at the heart of the Center focused on developing and providing information, conducting analyses, and other service actions.

In addition to fulfilling NOAA’s responsibilities under E.O. 13158, the NMPAC and its

- 
- academic, private, and NGO institutions
  - Activities should build on existing infrastructures and efforts to the maximum extent practical.
  - The Center’s ensure appropriate communication and coordination occurs throughout the MPA system.
  - Strategic plans, annual operating plans, and projects are focused on outcomes to improve MPA management.

thematic institutes also will fill a longstanding gap in internal coordination of MPA and place-based management activities within NOAA. Specifically, the MPAC will seek to leverage NOAA's diverse expertise in MPA science, policy and management by working across Line Offices to find common goals, fill shared needs and seek collaborative solutions to specific regional conservation issues.

## **A. FUNCTIONAL TASKS**

Functional tasks are generally externally focused activities and products including support of the operations of the Federal Advisory Committee, development and maintenance of the MPA List, Website, Library, conduct of education programs, provision of a Public Information Clearinghouse, and outreach to interested constituencies.

### **1. MPA FEDERAL ADVISORY COMMITTEE SUPPORT**

The MPA Federal Advisory Committee, established by the Department of Commerce under Section 4(c), consists of up to 25 non-Federal scientists, resource managers, and other interested persons. The purpose of the Committee is to provide advice to the Department of Commerce and the Department of Interior on how to fulfill their responsibilities under aspects of the Executive Order. The Charter for the Committee also calls for establishment and use of a Scientific Working Group consisting of scientists and resource managers (primarily non-federal) with expertise in marine and ocean science.

The National MPA Center serves as staff to the NOAA Administrator for MPA Advisory Committee purposes, and provides logistical and staff support for the Federal MPA Advisory Committee, its Scientific Working Group, and the Secretaries concerning Committee matters, including the convening and conduct of meetings, preparation of agendas, minutes and policy papers, support of working groups, and conduct of the selection process for replacement members.

### **2. THE INVENTORY – MARINE MANAGED AREA DATABASE AND LIST OF MPAS**

Development, publication and maintenance of the List of MPAs (Section 4(e)) is a joint responsibility of NOAA and the Department of the Interior. Functionally, the National MPA Center will be responsible for management, oversight, or the undertaking of the basic inventory tasks, but the staff responsible for inventory maintenance will reside in existing NOAA and DOI program offices, working through the National MPA Center. Tasks include:

- Development and maintenance of the inventory including receipt and entry of new information, and other associated tasks;
- Development and implementation of procedures for participation by federal agencies,

- states, tribes and other MMA managers;
- Convening the staff level Inter-Agency Review Team and performing other procedural requirements needed to review nominees for movement from the MMA Database to the List of MPAs; and
  - Establishing the standards and procedures that will be used to incorporate data and information into or remove it from the database.

The MMA Inventory and MPA List will use the best available geographic site and location data. The target level of definition will be basic location and boundary information. Although the Center will use detailed legal boundaries for individual sites, it will not develop this information. This task is the responsibility of agency programs.

### 3. MPA WEB SITE

Establishment and management of an MPA Website is a joint responsibility of NOAA and the Department of the Interior. The website is dedicated to providing factual information about MPAs, the MPA Center and its activities, MPA programs, activities, and projects, as well as views expressed concerning activities of the MPA Executive Order. It is accessible to the public. Functionally, the National MPA Center will be responsible for management and update of the website. The staff responsible for website maintenance will reside in existing NOAA and DOI program offices, working through the Center. The website will undergo major revisions bi-annually in January and July of each year. Routine or “hot topic” revisions will be made on a bi-weekly basis.

There will be a clearly defined procedure for website changes, updates, and major modifications. The website will be managed by a NOAA-DOI Editorial Board with clearly identified roles and responsibilities. Routine updates will be approved by the Center Director. Major updates will be cleared by the agencies’ editorial board representative is responsible for clearance within his/her own agency.

*Insert Figure: Tom Lapointe’s “Editorial Procedures for Continuing Enhancement to MPA Executive Order Website*

### 4. MPA LIBRARY

An MPA Library has been established and is being managed by the NOAA Central Library of NOAA’s National Environmental Satellite Data and Information Service. The Center envisions the MPA Library becoming a major source of MPA information nationally and internationally. Initially the MPA Library will provide four basic services: an MPA reference

list, an MPA institutions list, an MPA websites list, and an MPA Virtual Library. Other functions, discussed below, may be added based on the outcome of the Center FY2001 “needs assessment” and availability of resources. The MPA library will operate in cooperation with NOAA field libraries, such as that at the Coastal Services Center, and other institutions.

**Adding to the Library:** Items included in the MPA library are based on the following criteria:

- *MARYLOU, COULD YOU PLEASE PROVIDE YOUR LIST*
- 

Routine additions to existing products and services, such as updating the reference or institutions lists are approved by the NOAA Library. The addition of new products and services to the MPA Library is approved by the NOAA Library \_\_\_\_\_, National Center Director \_\_\_\_\_, and \_\_\_\_\_ (*should there be a MPA Library Management Team/Editorial Board? – what is the process*)

**Basic Services:** At the time of start up the MPA Virtual Library consists of four major resources:

- **Reference List:** The *Reference List* contains citations to important literature on the science and management of marine protected areas. Literature includes citations to articles, books, manuals, handbooks, research and technical reports, workshop and conference proceedings, international protocols and agreements, legislation and regulations, and other resources providing the science, technologies, tools and strategies needed to support a national system of marine protected areas. Librarians constantly update the list as new research emerges. The library also provides direct links to all electronic documents on the list.
- **Institutions:** *Institutions* is an annotated list of links to Web sites of governmental and non-governmental organizations involved in MPA management, research, or policies. The sites are selected based on their authority, relevancy, quality, and timeliness.
- **MPA Web Sites:** *MPA Web Sites* provides an annotated list of links to Web sites providing information directly related to the management and science of marine protected areas. The sites are selected based on their authority, relevancy, quality and timeliness.
- **MPA Library:** The *Virtual MPA Library* is a search engine allowing users to search all the web sites and on-line documents in the MPA Virtual Library.

**Options for the Future:** Options presently identified, but not costed, for future consideration are listed below, with modest expansion possibly beginning in FY2001. Other options will be considered.

- **D Expand coordination of effort** to include the two new MPA Centers, any additional MPA Centers, Sea Grant programs, University of California-Santa Cruz library, DOI, EPA, state and local agencies, museum, aquarium, and other educational institutions, and other programs to increase access to vital information while avoiding duplication of effort. (NOAA Central Library and Coastal Services Center Library)
- Develop a **comprehensive, searchable bibliographic database of all reference citations**. The database would give widest access to the published body of knowledge on marine protected areas via the Web. (NOAA Central Library)
- Add information on **grants and funding information and opportunities**. (NOAA Central Library)
- Develop a **physical repository** at the Coastal Services Center Library for all items listed in the Virtual Library which are not available on-line. This would require obtaining the items, cataloging them, and keeping them available for Interlibrary Loan. (Coastal Services Center Library)
- Acquire, process and catalog all reports and documents generated by the MPA Centers into a **special MPA Collection** at the Coastal Services Center. (Coastal Services Center Library)
- Make available **electronically reports and documents generated by the MPA Centers**. The Coastal Services Center Library would assume the responsibility of scanning all such documents into PDF format and transmit the files to the NOAA Central Library for inclusion in the MPA Virtual Library. (NOAA Central Library and Coastal Services Center Library)
- **Archive on-line documents** generated by the MPA Centers. (NOAA Central Library)
- Identify **special collections** of resources and provide pointers to these materials on the MPA Virtual Library. (NOAA Central Library)
- Create a **photo collection** of U.S. marine protected areas with electronic access through <http://www.photolib.noaa.gov/>. (NOAA Central Library)
- Digitize and make available on the Web documents of significant historical information. (NOAA Central Library)
- Create an **Oversight Committee for the MPA Virtual Library** to provide advice on important developments and sources of information. (NOAA Central Library)
- Participate in **conferences** to keep abreast of new initiatives in MPA research and management and look for new opportunities for collaboration.
- **Increase visibility** of MPA Virtual Library to students, teachers, and education administrators. *[LINK TO EDUCATION TEAM EFFORT, POSSIBLE HANDOUT BY OUTREACH GROUP]*
- Raise **public awareness** of MPAs. [explore linkage with outreach and education teams]
- Add **annotated list of links** to educational programs and curriculum on MPAs to the MPA Virtual Library.

## 5. MPA INFORMATION SERVICES

- D**
- a. MPA INFORMATION CLEARINGHOUSE:** The National MPA Center will establish an MPA information clearinghouse capability, serving as a focal point or at least an initial point of contact for requests from the public, federal, state, local and tribal agencies, the Congress, the international community and public stakeholders. Inquiries will be responded to by the Center to ensure quick response, or referred to the appropriate agency or project for response, as appropriate.
  - B. MPA PROJECTS CATALOGUE:** The NMPAC will develop and maintain a catalogue of significant MPA projects to support, encourage, and provide the opportunity for widespread cooperation in improving the science and management of MPAs. Projects will be added to the catalogue will be added to the catalogue based on screening criteria, to be developed, including, but not limited to direct relevance to important MPA missions of the Center.

## 6. SCIENTIFIC, TECHNICAL AND MANAGERIAL TASKS

Section 4(a) of the Executive Order identifies eight specific scientific and managerial tasks for the Center. These, together with the MPA Inventory, website, and library, form the core work of the Center and its Institutes. Center-sponsored work in these categories will be undertaken to the degree resources are available and in accordance with the Center's Strategic Plan. Aspects of these activities will be tasked to the Center or its Institutes as summarized below.

*[awaiting input from NOAA reviewers on specifics below, including tasking - R. Lopez]*

- a. Science-based identification and prioritization of natural and cultural resources for additional protection:**

science, cultural

- b. Integrated assessments of ecological linkages among MPAs, including ecological reserves in which consumptive uses of resources are prohibited, to provide synergistic benefits:**

science

- c. A biological assessment of the minimum area where consumptive uses would be prohibited that is necessary to preserve representative habitats in different geographic areas of the marine environment:**

science

- d. An assessment of threats and gaps in levels of protection currently afforded to natural and cultural resources, as appropriate:**



science, cultural

- D**
- e. **Practical, science-based criteria and protocols for monitoring and evaluating the effectiveness of MPAs:**

science, cultural

- f. **Identification of emerging threats and user conflicts affecting MPAs and appropriate, practical, and equitable management solutions, including effective enforcement strategies, to eliminate or reduce such threats and conflicts:**

Center, science, cultural, training/technical assistance

- g. **Assessment of the economic effects of the preferred management solutions:**

Center

- h. **Identification of opportunities to improve linkages with, and technical assistance to, international marine protected area programs:**

Center, science, cultural, training/technical assistance

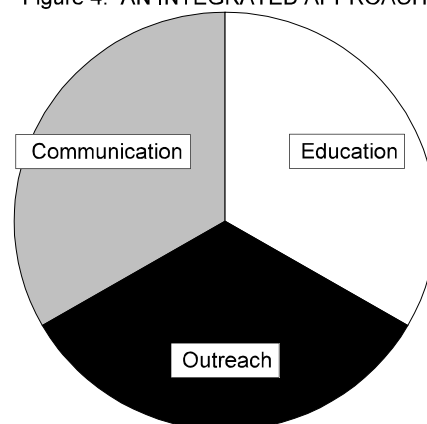
## 7. EDUCATION, OUTREACH, AND COMMUNICATION

Center education, outreach, and constituent activities will be conducted in a coordinated, integrated manner using consistent themes and messages based on a comprehensive plan including sections for both Education and Outreach. Materials will be common to reinforce common MPA goals and messages to the extent feasible. A graphics template will be developed for and used on all Center materials to ensure a “corporate look” for products. A core group including the Center Director, education projects leader, outreach activities leader, constituency and public affairs staff, and other pertinent individuals will be established to ensure commonality, synergy, and cost-effectiveness.

### A. OUTREACH AND CONSTITUENCY SERVICES

The National MPA Center will provide

Figure 4: AN INTEGRATED APPROACH



information on MPA activities to all stakeholders including federal, tribal, state, and local governments, non-governmental organizations, business and industry, and the public. The Center will capitalize on the field units of NOAA, the Department of Interior, and other participating agencies and organizations to disseminate MPA materials and organize and hold fora on MPA issues. The Center's efforts will complement, not supplant, programmatic outreach efforts. Participating agencies are responsible for outreach efforts for their programs. However, the Center will produce common MPA information documents that can be used by participating agencies, and encourages their use.

The Center also will:

- b. Conduct outreach to constituents including publication and dissemination of materials;
- c. Conduct specialized workshops, and participate in the meetings, events, and conferences of stakeholders;
- d. Develop and use standards and templates for its activities that are available for use by all Center participants and must be used for Center supported activities;
- e. Develop and use communication guidelines;
- f. Develop a basic MPA information kit available to the public;
- g. Develop and maintain a calendar of MPA meetings;
- h. Develop a National MPA Partnership identifier; and
- i. Explore the establishment of annual/bi-ennial MPA awards recognizing accomplishments in the MPA arena.

## **B. EDUCATION (K - 12):**

Center activities will include an MPA education and communication (outreach support) program that targets grades K-12 students, teachers and the general public. MPA educational activities will be designed to work with and enhance current NOAA-supported marine and estuarine science education programs and will support communication with key constituencies.

**Program Assumptions:** An effective program will:

- Be based on a distributed network that enables regional and local (relevant) education programming based on agency programs and their associated networks and outreach staff.
- Enhance and build upon existing MPA-related education programs that are conducted both on and off sites via a range of educational delivery systems, and target K-12 audiences and the general public, among others.
- Foster the development of government, non-government, and private sector partnerships for leveraging of resources and increasing the reach of programs.
- Result in a measurable increase in awareness and understanding of MPA issues and

- themes among target audiences.
- Foster intra-agency support and participation.

**Goal:** The goal of the MPA Education and Communication program is to increase understanding and awareness of MPA messages & themes among K-12 students, teachers and the general public.

**Objectives:**

- 1) Establish a peer-reviewed, competitive grant program to support the integration of MPA messages and themes in existing education programs that target K-12 students and teachers.
- 2) Establish partnerships with the nonprofit and private sector to reach out to communities with MPA interests via television and radio broadcast media in critical regions of the US.
- 3) Develop print, electronic and multi-media materials to complement both programs.

Technical and administrative management and support of Center NOAA start-up education activities will be provided through a contracted project manager. Initial MPA education activities for the Center include:

**1) NOAA-Based Partnerships for MPA Education – Competitive Grant Program:** A peer reviewed, competitive grant program will provide funding to support the inclusion of MPA themes and messages into existing K-12 student and teacher-related education programs and delivery of those programs. The MPA Education Grant Program will be administered/managed through NOAA’s National Sea Grant Program National office with oversight and support from NOAA National Ocean Service (ONMS and OCRM).

The program will require the development of partnerships among National Marine Sanctuary, National Estuarine Research Reserve, and Sea Grant educators and aquaria, zoos or museums. Minimum eligibility for the program will require partnerships that represent at least two NOAA partners and either an aquarium, zoo or museum. Partnerships also may include other entities, including the private sector, however those listed above are minimum requirements. Projects must comply with local curricula and teaching standards, and include measurable milestones and program evaluation.

**2) Private Sector Partnerships:** Anglers are a significant public constituency with long term interests in MPAs and the resources they may protect and produce. The Center will seek to initiate partnerships with sport fishing organizations and businesses to develop messages and materials pertinent to 70 million members of that community.

3) *Department of the Interior?*

4) Multi-Agency project – NSF, Dept. of Education, DOD, EPA?

## **Future Education Activities:**

# **B. OPERATIONAL TASKS**

Operational tasks focus on those activities needed to maintain the Center, its associated institutes, and relationships with federal, state, local, and tribal agencies, as well as the public, industry and associations. Activities include development of strategic and annual operating plans, financial management, maintenance of a list of major MPA projects, maintenance of communication across agencies and organizations, assisting in coordination across participating partners and interests at all levels, and ensuring annual reporting requirements are met and information collected in a central location.

## **1. NATIONAL MPA CENTER AND THE RELATIONSHIP WITH ITS THEMATIC INSTITUTES**

The National MPA Center consists of the Silver Spring-based Center and thematic Institutes focused on implementing specific aspects of the MPA mission. The roles of the Center and each Institute will be clearly defined in individual charters for each Institute. The following operational procedures will be used:

**a. Management:** The Directors of the National Center and the thematic Institutes serve as the National Center’s Management Team. The National MPA Center Director reports to NOAA’s Assistant Administrator for Ocean Services and Coastal Zone Management. Thematic institutes will report managerially to National Center.

**b. Roles:** Thematic institutes have clearly defined responsibilities primarily based on the eight tasks defined in Section 4(a) of the Executive Order, but more than one “institute” may address aspects of a task. The National Center and its thematic Institutes will prepare joint strategic and annual operating plans.

**c. Projects:** All Center-sponsored projects will be tracked using the project catalogue. Major projects will be approved by the MPAC, Inter-agency Council, and/or NOAA MPA Council. Center funded projects (contract and grants) will use NOAA’s Coastal and Marine Management Program (CAMMP) Information System, as soon as feasible, to provide electronic grant application, amendment, and reporting, as well as allow project information to be available to the public via the web. The Center will explore using the CAMMP system for contracts as well.

**d. Human Resources:** Directors of the Center or its Institutes will be the hiring official and first line supervisor for staff at their site;

- First line supervision for IPAs, fellows, interns, etc. is provided by the appropriate Center

- **D** or Institute Director; and  
the National Center Director serves as First Line Supervisor of the Thematic Institute Directors for Center matters.

**e. Financial and Administrative Management:** The National Center is responsible for consolidated Center financial accounting through the NOAA's National Ocean Service. Administrative services, to the extent feasible, will be provided by the NOAA administrative support capability most appropriate to the location of the Center or Institute, except those more effectively provided by the National Center.

## **2. THE MPA SYSTEM FRAMEWORK AND PLANS**

Fundamental to the Center's work is the development of the "framework for the national system of MPAs" called for by the Executive Order:

*The goal of the MPA Center shall be, in cooperation with the Department of the Interior, to develop a framework for a national system of MPAs, and to provide Federal, State, territorial, tribal, and local governments with the information, technologies, and strategies to support the system. This national system framework and the work of the MPA Center is intended to support, not interfere with, agencies' independent exercise of their own existing authorities (Section 4(e)).*

The National MPA Center will develop a strategic plan and associated five year implementation plan, as well as an annual operating plans based on this framework and the other tasks with which it is charged. The Institutes will develop more detailed plans for internal use, but plans for the National Center as a whole will be consolidated into one jointly developed document. Center actions will be guided by tri-ennial needs assessments, continually updated. Based on these the National Center and its thematic institutes will develop long range and annual plans. The Directors of the Center and Institutes will meet to ...

**a. Framework:** CHARLIE WAHLE

**b. Needs Assessment:** An integral and ongoing part of the Center's operations and planning will be a tri-ennial needs assessment. The National MPA Center will use the capabilities of NOAA's Coastal Services Center to .... GINGER HINCHCLIFF

**c. Five Year Strategic Plan:** The Center will develop a five year strategic plan to meet the Center's mission and goals and recognizing the requirements of the MPA Framework. ... (detailing awaits meeting with DOI, others, FACA and IASC for completion) the five year strategic plan will lay out the goals .. ....

**d. Annual Operating Plan:** The Center will develop an annual operating plan (AOP), incorporating the work of its Institutes. The AOP will be developed by the Center's Management Team. It will identify the specific tasks to meet the goals of the five year strategic plan, following NOAA guidelines for AOP development. (*Link to IASC review*)

### 3. MPA PROJECT CATALOGUING AND TRACKING

The National Center will develop and maintain a list of major MPA-related projects as part of its information clearinghouse and project coordination and facilitation functions. The MPA Project Catalogue, while a tool for MPA Center management, also will be accessible and searchable as part of the MPA Website. The project list will contain basic information about the purpose of the project, its lead agency or organization, the planned timeframe, results and product, a point of contact, and evaluation criteria. Listed projects will include:

- Projects that are Center sponsored or initiated;
- Projects sponsored by co-operating Federal agencies;
- Projects sponsored externally by states, tribes, NGOs, academic institutions, industry, and others, that could contribute significantly to strengthening “the management, protection and conservation of existing marine protected areas and/or the establishment of new or expanded MPAs<sup>2</sup>” and, therefore, deserve broader general notice and distribution.

The establishment of specialized sub catalogues, such as one for MPA research or cultural resources, will be considered. All will be posted on the MPA Website.

Projects will be selected for listing based on the following criteria: *[Need to develop project listing criteria (what gets included on the official MPA project list?)] [Note: initial project listing could start with NOAA and DOI leading by example. What are we doing now? What can be reshaped, redirected, linked for a “better” project? [examples: Bering to Baja (associated with CEC West Coast actions) and developing west coast assessment project); NERRS and NMS monitoring]*

### 4. NATIONAL CENTER INTERNAL COMMUNICATION WITH ALL PARTNERS

The National Center will adopt the NOAA internal planning website ([nos.noaa.gov/mpaplan](http://nos.noaa.gov/mpaplan)) as a basic communication for contact within NOAA. It will explore methods for setting up an “internal” website, series of “list serves”, or other mechanisms to reach all of its formal Federal, state, local, tribal, NGO and industry partners. List-serves also will be established to ensure rapid communication of items of major significance posted on the website or transmitted via e-mail.

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<sup>2</sup> Section 1

## IV. PARTNERSHIPS

Successful operation of the National MPA Center will and must rely on partnerships. Procedures for establishing and implementing these partnerships are summarized below. The Center was established by an Executive Order requiring multi-agency, multi-governmental, and stakeholder cooperation and consultation to achieve its mission.

Therefore, projects, activities, and sites associated with the National MPA Partnership, and contributors to this partnership will be recognized. The Criteria for partnerships include:

- 
- 
- 

### A. FEDERAL AGENCY COORDINATION

The National MPA Center will provide basic information and coordination services for Federal agencies pertaining to their specific MPA responsibilities identified in the Executive Order, and facilitate Federal agency participation in the Order. Specifics include:

- MPA management, protection, and establishment (Section 3)
- The sharing of information, tools, strategies, scientific and technical work identified in (Section 4);
- Implementation of the avoidance of harm provision (Section 5); and
- Provision of accountability reports Performance (Section 6).

**1. MPA Federal Inter-Agency Steering Committee:** Effective and efficient inter-agency coordination will be accomplished through the MPA Federal Inter-Agency Steering Committee. The National MPA Center will support the convening of the Federal MPA Inter-Agency Steering Committee as called for by the Committee Chair. Center staff will be responsible for ensuring availability of notification, meeting space, and preparation of an agenda and minutes of each meeting. Center staff also will be responsible for ensuring appropriate decision materials, such as decision memoranda associated with reviewing sites for inclusion on the List of MPAs.

**2. Memoranda of Understanding/Charter:** The role of the Committee and agency participation will be defined by a Memoranda of Understanding/Charter including such activities as:

- implementation of the “do not harm” provision (E.O. Sec. 5), including process for dispute resolution
- develop processes for Federal agency engagement with the National Center
- develop MMA Database and List of MPAs
- establish joint projects and incorporate on the National MPA Project List
- approval of joint communications, fact sheets, information campaigns, and other outreach

efforts

**3. Accountability:** Section 6 of the Executive Order requires that “Each Federal agency that is required to take actions under this order shall prepare and make public annually a concise description of actions taken by it in the previous year to implement the order, including a description of written comments by any person or organization stating that the agency has not complied with this order and a response to such comments by the agency.”

The Center will produce its own annual report and will post copies of agency annual reports on the mpa.gov website. Accountability matters brought to the attention of the Center will be brought to the attention of the appropriate agency and will be reported on at the next Federal MPA Inter-Agency Steering Committee meeting.

***Annual Agency Reports***

The annual MPA report of each federal agency will include, at a minimum:

- xxxxxxxx
- xxxxxxxx
- xxxxxxxx
- progress against performance measures

**B. PARTICIPATION BY TRIBES, FISHERIES MANAGEMENT COUNCILS, STATES, AND LOCAL GOVERNMENTS**

**Direction to Federal Agencies:** Section 4(b) of Executive Order #13158, Marine Protected Areas requires that:

In carrying out the requirements of section 4 of this order, the Department of Commerce and the Department of the Interior shall consult with those States that contain portions of the marine environment, the Commonwealth of Puerto Rico, the Virgin Islands of the United States, American Samoa, Guam, and the Commonwealth of the Northern Mariana Islands, tribes, Regional Fishery Management Councils, and other entities, as appropriate, to promote coordination of Federal, State, territorial, and tribal actions to establish and manage MPAs.

The Center will facilitate the participation of non-federal parties in all aspects of the MPA initiative including opportunities for:

- inclusion of state, tribal and other sites on the MMA database and List of MPAs;
- the provision of scientific information to managers of MMAs and MPAs;
- informational and technical support to designators of new or expanded MMAs and MPAs;
- staffing of the National MPA Center and thematic Institutes;
- addition of projects to the MPA Project Catalogue;
- supporting state, tribal, islander, and local participation through membership on the MPA Federal Advisory Committee;
- participation in MPA FACA Working Groups;



- use and suppliers of training;
- participation in scientific, monitoring, assessment, and other activities;
- The listing of state, tribal and other activities on MPA Website;
- linkage of state and other collections to the MPA Library; and
- use of these sites as emissaries and communicators of the MPA message.

#### 4. Tribes

*STATUS: Initial information seeking meeting held with NMFS (Ziobro) and NOS (Kaiser). NW Indian Fisheries Commission has indicated interest in MPA participation. We are compiling a list of coastal tribes and obtaining a national map.*

- *develop options for types of involvement*
- *send letters to the coastal tribes describing the action (send 1<sup>st</sup> letter announcing comment request/federal register notice for Inventory??)*

*Link to DOI/BIA and other institutions*

#### 5. Regional Fishery Management Council

*STATUS: To be developed (NMFS lead)*

#### 6. States and Territories

*STATUS: NOS is working with the Coastal States Organization's Ocean Policy Committee chaired by Brian Baird, Ocean Program Manager, Resources Agency of California. The process outlined below has been shared with him for comment.*

**Objective of this Agreement/Process:** To ensure efficient, effective, comprehensive, substantive, and broad state participation in the implementation of the MPA Executive Order.

**Mechanism:** The National Center for Marine Protected Areas (NCMPA) of the National Oceanic and Atmospheric Administration (NOAA) will work with the Coastal States Organization (CSO) and its Ocean Policy Committee to establish a joint state-federal working group to coordinate and facilitate state participation. The NCMPA will work with individual states to negotiate data collection, potential staff assignments, website coordination, and other activities particular to a state.

**Cooperative Tasks:** There are significant opportunities for state participation in the National MPA Center as well as the specific tasks the Center and its thematic institutes will carry out.

- **Development of the National Center**

D A. \_\_\_\_ (2?) state representatives will participate on the core planning team developing the white paper defining the National Center.

B. The broader working group will assist in defining and supporting broad state distribution and comment on the draft National Center white paper (CSO membership, CZM, NERRS, NEPs, resource agencies, etc)

- **Participation in the National Center and Its Tasks**

**A. Development of the National Marine Managed Areas Inventory and List of MPAs** *[note: the “listing process” has not yet been finalized, could state participation in the “listing” be similar to the CBRA process?]*

- i. Facilitate the identification, where feasible, of state single points of contact for inventory information, or identification of multiple points within a state as needed, to ensure standards and avoid duplication of effort.
- ii. Facilitate the transfer of state information into the inventory.
- iii. Participate on the Inter-Agency Review Team that will analyze information to determine its movement from the MMA Inventory to the List of MPAs

**B. Website** – facilitate the linkage of state MPA sites to the MPA website.

**C. Needs Assessment Process** – facilitate the conduct of an MPA needs assessment for the National Center and its thematic Institutes (*Ginger Hinchcliff at CSC is lead*)

**D. Federal Advisory Committee:** The National Center is responsible for providing support for the MPA Advisory Committee. While participation of any state members of the MPA Federal Advisory Committee is external to this state-federal cooperative process defined here, states may elect to help the Center sponsor and facilitate meetings of the MPA Advisory Committee.

**E. Education:** Explore the linkage of state institutions (parks, reserves, aquaria, visitors centers, etc.) and partnership programs (Sea Grant, CZM, NERRs, Marine Sanctuaries) for transmitting a common message about MPAs

**F. Constituent Affairs/Outreach:** How do we capitalize on Coastweeks, Estuaries Day, the CZM Public Affairs network, etc.?

**G. Participation in Training and Technical Assistance:** to be defined, opportunities for NERRS and others. How do we transfer the California and Gulf of Maine MPA review experiences to others, link to the effort being initiated in Oregon?

**H. Participation in Science:** to be defined, opportunities for NERRS and others. How do we link ongoing initiatives?

**Resources for Implementation** (*subject to appropriation and allocation, potential state match on some IPAs?*): *TO BE DETERMINED* We would explore a variety of options depending upon the level of resources available. Ideas that come to mind include a fellow or contracted position working through CSO to assist in the state portion of MPA inventory development or management. I'd also like to explore Inter-Governmental Personnel Act (IPA) assignments from state agencies to the National Center and its thematic institutes in California (Science) and South Carolina (Training and Technical Assistance). I'd like to think as broadly across state agencies as we can including CZM, NERRs, NEPs, parks, fish and game agencies, etc., whoever has a role in MPAs.

## **7. Local Governments**

*STATUS: To be developed*

## **8. The Private Sector**

*relationships and participation beyond FACA*

### **1. Non-Governmental Organizations**

*to be developed*

### **2. Business and Industry**

*to be developed*

**9. International Participation:** MPAs are being used increasingly world-wide as an important tool for long term resources conservation and sustainability. Multi-lateral mapping and assessment projects are being undertaken on America's Atlantic and Pacific coasts, the Caribbean basin, and the western Pacific. A robust international track continues to strengthen at the bi-ennial coastal zone management conferences in the United States and Canada. The United States has much to contribute to and learn from the efforts of other countries, and international organizations and institutions. Section 4(a)(8) of the Executive Order, directs the NMPAC to identify "opportunities to improve linkages with, and (provide) technical assistance to, international marine protected area programs." Specifically this includes the coordination and sharing of MPA information, tools, and strategies.

The NMPAC will, subject to resources, participate in appropriate agency bi-lateral, multi-lateral agreements. In addition, the information resources at mpa.gov, its associated MPA library, and products of the center will be available to the international community.

The NMPAC will organize a Inter-Agency International Working Group to facilitate

these efforts. Membership will include NOAA, DOI, USAID, Department of State and other interested pertinent agencies. *How about NGO's? Potential competition issues if funds are involved?* Their purpose will be to identify international opportunities for MPA collaboration and cooperation, xxxxxxxxxxx, xxxxxxxxxxx, xxxxxxxxx

## **V. CONTRACT, GRANT AND PROJECT POLICIES**

The Center and its thematic institutes will sponsor, co-sponsor, help facilitate or otherwise participate in projects forwarding the goals and tasks identified in the Executive Order or by participating agencies and stakeholders to the extent practicable in terms of resources and compliance with the NMPAC Strategic Plan. Any NMPAC contracts and grants will be open to legally eligible recipients. Data, information, and reports prepared using NMPAC funds are public information and will be available to the public, posted, if appropriate, on the mpa.gov website.

## **V. NATIONAL CENTER RESOURCE REQUIREMENTS**

(Note: the estimates provided below do not include staff at field-based “thematic” centers, these will be developed by the individual center)

NOAA intends to operate the National MPA Center and associated thematic Centers with a small core of NOAA employees and staff assigned to the Center by other Federal agencies. Some core functions, such as website and MPA List maintenance, may be performed by the staff of NOAA or other Federal agency line offices on a part time basis. Specialized tasks will be performed by detailees from other Federal agencies, Inter-governmental Personnel Act (IPA) assignments of state, tribal, and local staff, fellows, interns, specialists from other countries, or contractors.

The following are core staffing levels for the Center and its Institutes, as well as to maintain liaison, support, and specialized functions

### **National Center, Silver Spring, Maryland:**

#### **A. Core Staff to Maintain Basic Center Functions**

1. NOAA/NOS Center Director (GS-xx)
2. NOAA/NOS Program Analyst/Environmental Protection Specialist/Ecologist (GS-xx)
3. NOAA/NOS Administrative Assistant/Secretary (GS-xx)
4. NOAA/NOS Outreach and Communication Coordinator (GS-xx)

#### **B. Associated Staff to Provide Liaison with Parent Organizations and to Support Specific Projects**

NOAA/OAR liaison

NOAA/NMFS liaison  
 Department of Interior Liaison – DOI/FWS  
 Cultural Resources (DOI/NPS and/or IPA - until a Cultural Resources Institute is established)  
 Tribal Liaison – IPA, DOI/BIA  
 State Liaison – IPA  
 NGO Liaison - IPA  
 International Liaison – USAID - IPA or hire  
 Sea Grant Fellow

### **Additional NOAA Program-Based Staff to Meet Existing Website, Library, and Inventory Needs**

Website - NOAA/NOS/SPO - 1.5 FTE; DOI - 1.0 FTE  
 Inventory - NOAA/NOS/SPO - 2.0 FTE; DOI - 1.0 FTE  
 Library (FTE or contractors) - NOAA/NESDIS/Library 1.0 FTE; NOAA/NOS/CSC - 1.0 FTE

### **Science Institute, Santa Cruz, California:**

1. Director
2. Program Specialist/Science
3. Program Specialist/Science

MPA Interns and Fellows Program: The Science Institute is working with academic institutions to create internships in MPA studies for undergraduate and graduate students around the country. Partners to date include: Duke University, the Monterey Institute for International Studies, the University of Washington, the University of California at Santa Cruz, and the California State University at Monterey Bay.

### **Training and Technical Assistance Institute, Charleston, South Carolina**

1. Director
2. Program Specialist

The table below defines the resources needed to provide basic MPA services, and options for more expanded services. *[Numbers still being generated. See separate excel table file for details – this needs a lot of work]*

### **A. FUNDING**

#### **ESTIMATED BUDGETS**

(\$ in thousands)

	Recent 2001 Draft Estimate						2002 budget request					
	NOS		NMFS		DOI		NOS		NMFS		DOI	
<b>Basic Functions</b>	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE
National Center	375	4					400	4				

state/tribe (3 - IPAs)	300											
Website	150	1.5										
Inventory	200	2										
Advisory Committee	250						150					
Library (contractors, 2)	145											
Outreach, Communication	164											
Education (contractor,1)	518											
Science Center (excludes IPAs, fellows, etc.)	505	2					1250	3				
Training & Technical Assistance Center	378	1.25					1200	2				
TOTAL	2985	10.8					3000	9				